Community Residential Energy Reduction
Kelly Vogeler
Advisor: Kevin Hallinan

Research Objective: To evaluate the effectiveness of online community programs aimed at cost effective, collective action and apply this evaluation to improve community engagement in Dropoly.

- Easy to participate
  - Eliminate barriers
  - Make information relevant
  - Make information understandable
- Have local leadership
  - Give advice
  - Be visibly active in the program
- Interact with the community
  - Establish rules and guidelines
  - Respond to feedback
- Welcome new users
  - Provide clear instructions
  - Reduce the amount of groupthink
- Encourage frequent participation
  - Allow profile creation
  - Create comparisons to previous status
  - Give rewards
  - Allow users to set goals
  - Increase user enjoyment
- Engage with existing communities
  - Facebook
  - Twitter
  - News

<table>
<thead>
<tr>
<th>Overall Program Ranking</th>
<th>StickK.com</th>
<th>Lift.com</th>
<th>Simple Energy</th>
<th>Dropoly</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ease of Participation</td>
<td>3.3</td>
<td>3.3</td>
<td>2.3</td>
<td>4.3</td>
</tr>
<tr>
<td>Leadership</td>
<td>1.5</td>
<td>2.5</td>
<td>3</td>
<td>4.5</td>
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<tr>
<td>Interaction with the Community</td>
<td>2</td>
<td>1.5</td>
<td>3</td>
<td>3.5</td>
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<tr>
<td>Welcome New Users</td>
<td>4</td>
<td>2.5</td>
<td>3.5</td>
<td>3.5</td>
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<tr>
<td>Encourage Frequent Participation</td>
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<td>2.8</td>
<td>2.8</td>
<td>3.4</td>
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<tr>
<td>Engagement with Existing Communities</td>
<td>3</td>
<td>2</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Total (out of 30)</td>
<td>17.3</td>
<td>14.6</td>
<td>16.6</td>
<td>21.2</td>
</tr>
</tbody>
</table>

Evaluated Programs
- StickK.com
- Lift.com
- Simple Energy
- Dropoly.com

Energy Reduction Funder
- Goal: Energy Reduction
- Need: Outreach and Motivation
- Asset: Funding

School or Community Cause
- Goal: Fundraising and Community Support
- Need: Funding
- Asset: Powerful outreach and motivation

Utility Customers
- Goal: Save Money, support a local organization
- Need: Motivation
- Asset: Energy Saving Potential